

534,481

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
3 June 2004 (03.06.2004)

PCT

(10) International Publication Number  
**WO 2004/047448 A2**

(51) International Patent Classification<sup>7</sup>: **H04N 7/173**

(21) International Application Number:  
PCT/IB2003/004768

(22) International Filing Date: 27 October 2003 (27.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
02079769.2 15 November 2002 (15.11.2002) EP

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(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

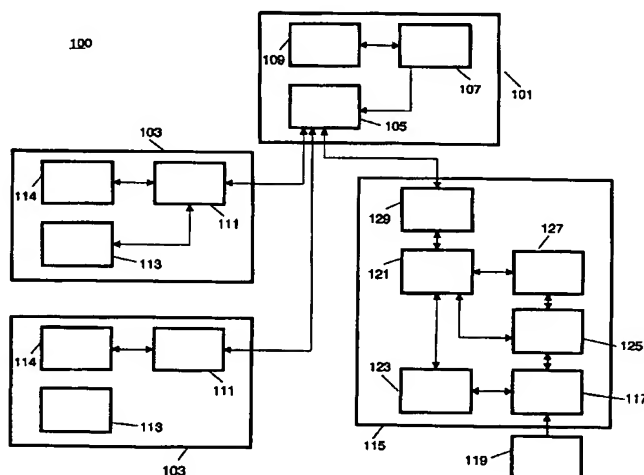
(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

#### Declaration under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN,

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(54) Title: INTRODUCING NEW CONTENT ITEMS IN A COMMUNITY-BASED RECOMMENDATION SYSTEM



(57) **Abstract:** The invention relates to a method of operating with content items, generating of a user preference profile, and introducing new content items in a community-based recommendation system. A virtual user terminal (115) determines a new user preference profile when detecting the availability of a new content item. The virtual user terminal (115) comprises an initialization processor (123) which sets a preference value in the user preference profile for the new content item. The virtual user terminal (115) further comprises a relation processor (125) which determines related content items, and a profile processor (127), which sets preference values in the user preference profile associated with the at least one related content item. Hence, an association is formed between the first content item and the related content items, thereby linking the new content item to existing content items, and thus increasing the probability that the new content item is recommended.

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